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USD Offers Fundraising Management Program

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NEWS RELEASE



UNIVERSITY OF SAN DIEGO

OFFICE OF PUBLIC INFORMATION

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ADDRESS: RM. 266 DE SALES HALL, ALCALA PARK, SAN DIEGO, CA 92110

1-1-1

Immediate Release
SAN DIEGO---

USD Offers Fund Raising Management Program.

In cooperation with the National Center for Development Training, a certified Fund Raising Management Program will be offered at the University of San Diego during the evening from June 13 through September 30, 1978.

The Fund Raising Management Program will teach highly specialized professional skills in order to provide the student with the means necessary to sustain many community voluntary activities. The program is directed primarily to college graduates and incorporates every academic discipline learned in their undergraduate college program.

The goal of the Fund Raising Management Program is to educate graduates so that they are capable of entering positions of responsibility that relate to this profession. The program consists of 200 hours of intensive study. The curriculum is designed to give the student a solid grounding in the basic skills of Fund Raising Management. In addition, each student will study the four major areas of fund raising in America today; Hospital Fund Raising, Religious Fund Raising, Religious and Ethnic Fund Raising, and Community and Cultural Organizational Fund Raising.

more

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All aspects of Fund Raising Management will be covered during the course of the program. Each topic will be presented by a faculty member who is experienced in their particular field.

Faculty members will include Albert Hutler, B.A., M.S.W., J.D., a retired consultant and author of the "Guide to Successful Fund Raising."

Elizabeth Walter, B.S., Campaign Director, San Diego Heart Association, and James Triolo, B.A., M.A., Vice-President of Development, Scripps Clinic and Research Foundation.

For more information, contact The Fund Raising Management Program, University of San Diego, Alcala Park, San Diego, Ca. 92110. 291-6480, ext. 4325.

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DAILY TRANSCRIPT
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